

America's New Favorite

DELRICH

MARGARINE

in

Cooking and
Baking



TRY THESE

DELICIOUS

KITCHEN-TESTED

RECIPES BY

PRISCILLA PARKS

DELRICH HOME ECONOMIST...



the story of DELRICH

Since this new Cudahy Plus Product first appeared at your grocer's, more housewives have switched to DELRICH than to any other margarine. Never before has any spread become so popular—so fast!

Today, in millions of homes all over America, it's DELRICH on the table... in cooking... in baking! DELRICH... because it tastes so wonderfully fresh, DELicious and RICH. Spreads so smoothly, too. And adds its own fine flavor to vegetables, cakes, cookies, sauces, casserole dishes.

Recently, we talked to thousands of American housewives about DELRICH.

We asked them to tell us how they use DELRICH, in addition to serving it as a rich, nutritious spread for bread, toast and rolls. And this is what we found out:

DELRICH is truly America's new favorite not only as a spread, but as a shortening in baking and cooking, too.

DELRICH users agree that they enjoy the extra-rich tastiness and goodness DELRICH adds to cooking and baking... a specially delicious flavor which tasteless shortenings cannot possibly give.

And, of course, the economy of DELRICH is mighty important, too. Here's all the fine, wholesome richness you could possibly ask for at a low cost your budget will welcome. Every nutritious pound of DELRICH is enriched with 15,000 units of Vitamin A—packed with food energy.

We hope you'll try the kitchen-tested DELRICH recipes on the following pages... and discover for yourself the thrill of turning out flavor-perfect family meals. Use DELRICH, too, whenever your own favorite recipes call for shortening... whenever you want the good things you cook to taste even better!

Cordially,

Priscilla Parks

DELRICH
Home Economist





Just Clip and File these **DELRICH** Recipes

We've chosen a variety of cooking ideas for you—meat dishes, sauces, vegetables, pastries, cakes, hot breads. They're practical, thrifty recipes... but you'll find that DELRICH adds such delightful extra goodness to each one that you'll want to cook and serve these DELRICH dishes again and again.

We've arranged these recipes so that the recipe on the back of each page belongs under the same heading in your Recipe File as the one on the front.

Try them—and see why DELRICH is truly America's new favorite in cooking and baking just as it's America's new favorite spread for bread, toast and rolls.

SEE OTHER SIDE

DELRICH CHICKEN FRICASSEE



4-lb. roasting chicken
 $\frac{1}{2}$ cup flour
2 teaspoons salt
 $\frac{1}{2}$ cup Delrich
1 cup milk

Milk Gravy:

2 tablespoons flour
2 cups milk
 $\frac{1}{2}$ cup water
 $\frac{1}{4}$ teaspoon salt

Cut chicken in serving pieces. Coat pieces with combined flour and salt. Brown in Delrich over low heat 45 min. Add $\frac{1}{2}$ c. milk, cover tightly, simmer 30 min. Add remaining milk and simmer 1 hour, or until chicken is tender. Remove chicken. Use drippings to make gravy. Serves 6.

SEE OTHER SIDE

CODFISH CAKES WITH DELRICH RELISH SAUCE



1 cup flaked cooked codfish	Dash pepper
2 cups riced cooked potatoes	2 tablespoons chopped
1 egg, slightly beaten	parsley
$\frac{1}{4}$ cup milk	$\frac{1}{4}$ cup Delrich.

Combine first 6 ingredients, form into cakes and cook to golden brown in heated Delrich. To 2 cups medium hot white sauce, add $\frac{1}{4}$ c. pickle relish. Pour sauce over hot fish cakes and serve immediately. 10 cakes.

SEE OTHER SIDE

STUFFED HAMBURGER ON SAUTEED ONION SLICES



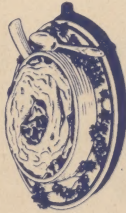
2 tablespoons chopped celery
 $\frac{1}{2}$ cup Delrich
 $1\frac{1}{2}$ cups fresh crumbs of
caraway-rye bread
 $\frac{1}{4}$ teaspoon salt
 $\frac{3}{4}$ teaspoon poultry seasoning

1 egg, slightly beaten
3 tablespoons cold water
 $1\frac{1}{4}$ lbs. finely ground beef
Salt and pepper
6 thick onion slices

Saute celery in 2 tbsp. Delrich, 5 minutes. Add to combined next 5 ingredients and mix well. Roll seasoned beef into 15 x 10 inch rectangle. Cut in 6 squares. Place dressing on each square, fold meat over and press corners together. Brown in $\frac{1}{4}$ c. Delrich, cut side first. Cover and simmer till done. Serve on onions sauteed in remaining Delrich. Serves 6.

SEE OTHER SIDE

VEAL PIE WITH CORN MEAL CRUST



For Pie:

- 1½ lbs. boneless veal
- 2 teaspoons salt
- ¼ teaspoon pepper, black
- 3 tablespoons Delrich
- 3 cups water
- 1 cup sliced carrots (3)
- ½ cup celery, cut 1-inch length
- 1 medium onion sliced
- 1 cup sliced potatoes
- 2 to 3 tablespoons flour
- ¼ apple sliced

For Crust:

- 3 tablespoons melted Delrich
- 1 egg, slightly beaten
- ½ cup milk
- ¾ cup yellow corn meal
- ½ cup all-purpose flour
- ¾ teaspoon baking powder
- ¼ teaspoon baking soda
- ½ teaspoon sugar
- ½ teaspoon salt

Season veal and brown in hot Delrich. Add ½ c. water, cover and simmer for 1¼ hours, add water as needed. Add remaining pie ingredients and heat to boiling. Spoon crust on boiling stew. To make crust, combine melted Delrich, egg and milk and mix with sifted dry ingredients. Mix quickly but well. Bake 375° F. for 20-25 minutes until golden brown. Serves 6.

SEE OTHER SIDE

DELIRICH MOCK HOLLANDAISE



$\frac{1}{3}$ cup Delrich
2 tablespoons flour
 $\frac{1}{2}$ teaspoon salt

$\frac{3}{4}$ cup milk
2 egg yolks
3 tablespoons lemon juice

Melt Delrich in top of double boiler, blend in flour, add the salt and milk and cook over boiling water until thick, stirring constantly. Beat egg yolks, add part of white sauce to them. Beat well, return all to double boiler, add lemon juice and cook for 3-4 min. Stir to blend well. Serve over cooked broccoli or cauliflower. Makes 1 cup.

SEE OTHER SIDE

DELRICH SAUCES FOR VEGETABLES



$\frac{1}{4}$ cup Delrich
 $\frac{1}{2}$ teaspoon grated fresh onion

Heat Delrich slowly to golden brown; remove from heat and stir in the onion. Pour immediately over hot freshly cooked cabbage, spinach or beans.

$\frac{1}{4}$ cup Delrich
Chopped parsley
2 tablespoons strained lemon juice

Heat Delrich but do not brown. Add lemon juice and parsley and pour immediately over hot freshly cooked carrots, cauliflower or beets.

SEE OTHER SIDE

BUTTERSCOTCH PINWHEEL BISCUITS



6 tablespoons softened Delrich.	2 tablespoons granulated
1 cup brown sugar	sugar
2 cups sifted all-purpose flour	$\frac{1}{4}$ cup chilled Delrich
4 teaspoons baking powder	1 egg, slightly beaten
	$\frac{3}{4}$ cup milk

Place 1 tsp. softened Delrich and 1 tbsp. brown sugar in each greased muffin pan. Sift flour, baking powder and sugar together 3 times; cut in shortening. Add combined egg and milk and stir only enough to mix. Roll into 8 x 14 inch oblong; spread with remaining Delrich and brown sugar. Roll up, cut into 12 slices. Place in muffin pans, bake at 425° F. 18 min. Makes 12.

SEE OTHER SIDE

SWEDISH SPRITZ COOKIES



- | | |
|---------------------------------------|--------------------------|
| 1 lb. Delrich, softened | 1 whole egg |
| 1 cup sugar | 1 egg yolk |
| ¼ teaspoon salt | 4 cups all-purpose flour |
| ¼ cup almonds, blanched
and grated | |

Combine ingredients in the order given, mixing well after each addition. Chill slightly. Press through cookie press in any desired shape. Bake on ungreased pan in 400° F. oven for 8 to 10 min. Remove to rack to cool. Makes 100 small cookies.

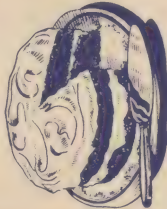
SEE OTHER SIDE

DEVIL'S FOOD CAKE WITH MOCHA DELRICH FROSTING

$\frac{1}{2}$ cup Delrich
 $1\frac{1}{2}$ cups sugar
2 squares bitter chocolate,
melted, and slightly cooled
 $\frac{1}{2}$ teaspoon salt
1 teaspoon vanilla extract

2 eggs
2 cups sifted cake flour
1 cup buttermilk
1 teaspoon baking soda
1 tablespoon boiling water

Cream Delrich with sugar. Add chocolate, salt and vanilla. Add eggs and beat well. Add flour and milk alternately. Stir till smooth. Stir soda in water and mix well into batter. Bake in 2 9-inch greased pans 350° F. 25-30 minutes. Cool.



Mocha Delrich Frosting

$\frac{1}{2}$ cup medium grind coffee
1 cup cold water
1 lb. sifted confectioner's sugar

1 teaspoon vanilla
 $\frac{1}{3}$ cup Delrich

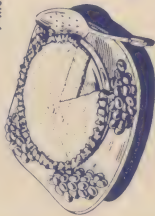
Add coffee to water, bring to boil. Cool 2 min. and strain. Cream $\frac{1}{3}$ c. coffee, sugar and vanilla into softened Delrich.

CHESS PIE

9-inch Crust: $\frac{1}{3}$ cup chilled Delrich
1 cup unsifted flour $\frac{1}{4}$ teaspoon salt
3 tablespoons ice water

Cut Delrich into flour and salt; gradually add water; mix quickly. Roll and line pan; chill. Bake 500° F. for 12 min. Reduce heat to 325° F.; remove from oven; leave door open to cool. Fill shell. Bake until set, 45 min.

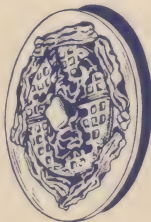
Filling: $\frac{3}{4}$ cup softened Delrich 4 eggs, separated
 $1\frac{1}{2}$ cups sugar $1\frac{1}{2}$ teaspoons vanilla
1 tablespoon flour $\frac{1}{2}$ cup milk



Cream Delrich with sugar and flour, beat in egg yolks, vanilla and milk. Fold in stiffly beaten egg whites.

SEE OTHER SIDE

WAFFLES WITH BUTTERSCOTCH SAUCE



2 eggs, slightly beaten	2 tablespoons baking powder
$1\frac{3}{4}$ cups milk	$\frac{1}{2}$ teaspoon salt
$\frac{1}{2}$ cup Delrich, melted	1 tablespoon sugar
2 cups all-purpose flour	

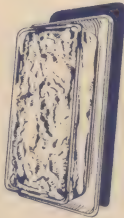
Sauce

$\frac{1}{2}$ cup brown sugar	$\frac{3}{4}$ cup water
1 tablespoon flour	1 tablespoon Delrich
$1\frac{1}{6}$ teaspoon salt	1 teaspoon vanilla

Combine eggs, milk and Delrich and add to sifted dry ingredients; mix quickly. Using $\frac{1}{2}$ c. measure for each waffle, bake in hot waffle iron until done. Serve immediately with warm sauce. Six 7-inch waffles. Sauce: Combine sugar, flour and salt; gradually stir in water. Cook to boiling, remove from heat; add Delrich and vanilla.

SEE OTHER SIDE

APPLE CRISP



$\frac{1}{4}$ cup brown sugar	$1\frac{1}{2}$ lbs. tart apples peeled
$\frac{1}{2}$ cup granulated sugar	and sliced (about 6)
$\frac{3}{4}$ cup all-purpose flour	2 tablespoons strained
$\frac{1}{4}$ teaspoon salt	lemon juice
$\frac{1}{2}$ cup Delrich	

Combine dry ingredients and work in Delrich with the fingers to mix thoroughly. Use Delrich to grease a baking sheet (10 x 6 x $1\frac{1}{2}$ inches) and fill with sliced apples. Sprinkle with lemon juice. Cover with Delrich-sugar mixture. Bake at 375° F. for 25 minutes. Serve warm with top milk. Serves 6.

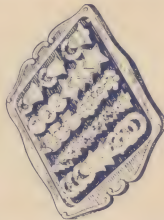
DELRICh
"VARIETY" COOKIES

3 cups sifted all-purpose flour	1/2 cup sugar
1/2 teaspoon baking powder	1 egg, unbeaten
1/8 teaspoon salt	2 teaspoons vanilla
1 cup Delrich Margarine	

Sift flour, baking powder and salt together. Cream Delrich and sugar together thoroughly. Add egg and vanilla. Beat until fluffy. Gradually stir in sifted dry ingredients until well blended. Roll small amounts of dough 1/8-inch thick on a lightly floured board. Shape with cookie cutters as desired. Bake on ungreased baking sheet at 350° F. (moderate oven) until delicately browned, 10 to 12 minutes.

(Makes approximately 5 dozen cookies)

FROSTING: Add about 2 tablespoons hot water to 1 cup confectioner's sugar. Color with vegetable coloring as desired.



SEE OTHER SIDE

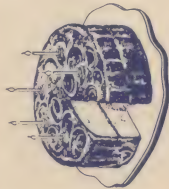
QUICK'N EASY BIRTHDAY CAKE

2¼ cups sifted cake flour
3 teaspoons double-acting baking powder
½ teaspoon salt
1½ cups sugar

½ cup Delrich Margarine
¾ cup milk
1 teaspoon vanilla
2 eggs

(Makes 2 8-inch layers)

Have all ingredients at room temperature. Sift flour, baking powder, salt and sugar together in mixing bowl. Add Delrich, 2/3 of the milk, and vanilla. Beat vigorously 2 minutes. Add remainder of milk and the unbeaten eggs. Beat 2 minutes. Pour into 2 round greased and waxed-paper lined 8-inch layer cake pans, 1¼ inches deep. Bake at 350° F. (moderate oven) 30 to 35 minutes.



Frosting

½ cup Delrich Margarine
1 pound confectioner's sugar
Few grains salt

3 squares chocolate, melted
4-5 tablespoons cream
(approximately)
1½ teaspoons vanilla

Cream Delrich and confectioner's sugar together, stirring until well blended. Add salt and chocolate; mix well. Stir in enough cream to give good spreading consistency. Blend in vanilla. Spread between layers and on top and sides of 8-inch, 2-layer cake.

SEE OTHER SIDE

LUSCIOUS BLUEBERRY MUFFINS

2 cups sifted all-purpose flour 1 cup milk
2 1/4 teaspoons baking powder 3 tablespoons melted DELRICH
1 1/2 teaspoon salt 1 egg, well beaten
2 tablespoons sugar 2/3 cup blueberries*

Sift flour, baking powder, salt and sugar together in a mixing bowl. Add milk and melted DELRICH to egg. Pour these liquid ingredients all at once into the dry ones. Stir quickly until the flour is just dampened. Add blueberries and give 4 or 5 more quick stirs. The batter should be a little lumpy. Fill greased muffin pans 2/3 full. Bake in 425° F. oven for 20 to 25 minutes.

Makes 12 medium-sized muffins



*To use canned blueberries, drain thoroughly before measuring.

To use frozen blueberries, thaw completely and drain thoroughly before measuring.



MEASURING TABLE

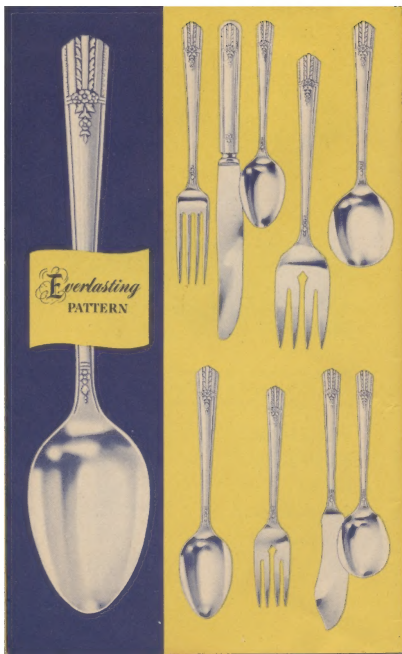
2 cups	1 pint
1 cup	16 tablespoons
$\frac{1}{2}$ cup	8 tablespoons
$\frac{1}{4}$ cup	4 tablespoons
1 tablespoon	3 teaspoons
60 drops	1 teaspoon
1 pound Delrich . .	2 cups



SUGAR SUBSTITUTES

Here's a table of sugar substitutes. The amount given in each case is that required to equal 1 cup of fine white sugar.

Maple sugar	1 cup
Maple syrup	1 cup
Honey	1 cup
Sorghum syrup	1 ½ cups
Cane syrup	1 ½ cups
Corn syrup	2 cups



START YOUR SET OF BEAUTIFUL
WM. A. ROGERS A-1 PLUS
QUALITY SILVERPLATE

MADE AND GUARANTEED BY ONEIDA, LTD.

This lovely *Everlasting* pattern silverplate was created exclusively for DELRICH and is offered to you at remarkably low cost, to thank our millions of friends who have made DELRICH America's favorite margarine.

This is quality silverplate, made to withstand everyday use, and guaranteed by the makers against defects in manufacture or material. Every piece is plated with pure silver on a nickel silver base, with an extra plating of silver at points of greatest wear on most used pieces.

Complete table service is available to you, conveniently arranged in easy-to-buy units.

FREE! Illustrated folder showing complete set of lovely *Everlasting* pieces and giving you full details. For your copy, send penny postcard to DELRICH MARGARINE, Dept. J3, Box 24, Sherrill, N. Y. Write today!



Save this Plus Product Seal from inside each carton of DELRICH.

Start your silverware service today and add to it as you and your family use, enjoy—and save with DELRICH!

TASTE the

DELicious RICHness of

CUDAHY
DEL RICH
MARGARINE

DEL RICH *Golden Yellow* **QUARTERS**

Ready to serve! That wonderfully fresh, fine taste of DEL RICH triple protected in aluminum foil-wrapped Golden Yellow Quarters. Ask for it wherever colored margarine may be sold.

DEL RICH E-Z COLOR PAK

For even greater economy, DEL RICH gives you the famous *original* E-Z Color Pak . . . the modern way to color margarine. Extra-strong, extra-pliable bag for smooth, even, fast coloring. Just pinch the color berry, knead, shape, chill...and serve! Freshness and flavor sealed in!

THE CUDAHY PACKING CO.

General Offices Omaha, Nebraska

Producers of Quality Foods for 60 Years